

## CLAIMS

Sub A

5 1. Method for the projection and the reception of visual and audiovisual messages and the analysis of the same for detecting the range of action and the purchaser behavior, characterized in that in a consumption range the number the potential customer is detected in direct sequence, and in that depending on the number the potential customer messages are presented visually or audiovisually, and in that the consumption behavior of the potential customers is detected, and in that the number of the actual buyers and of the bought products is detected, and in that the detected numbers of the potential customers, of the actual buyers and of the bought products are recorded and correlated.

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2. Method as claimed in claim 1, characterized in that the detected numbers are of at least two consumption ranges are centrally registered and evaluated.

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3. Method as claimed in claim 2, characterized in that the mode of presenting the messages is centrally controlled.

Sub A

4. Arrangement for the projection and the reception of visual and audiovisual messages and the analysis of the same for detecting the range of action and the purchaser behavior, characterized by at least one range with at least a first sensor at an entry of the range for the detecting first counting signals, at least a second sensor at an exit of said range for detecting second counting signals, a display for presenting messages in said range, a cash register for the detecting the bought products and a computer for the recording and evaluation of the counting signals by difference formation and for controlling said display.

5. Arrangement according to claim 4, characterized by two ranges connected to one another via a passage, at which at least a third sensor is provided, wherein the display is arranged in said first range and the products in said second range.

6. Arrangement according to claim 4 or 5, characterized in that said second sensor at the exit is coupled to an electronic cash register.

7. Arrangement according to claim 6, characterized in that said computer includes an image storage for the display.

8. Arrangement according to claim 7, characterized in that said computer is in combination with computers of further arrangements to a central detection and evaluation unit.

9. Arrangement according to claim 4, characterized in that a fiber-optical display is employed.

10. Arrangement according to claim 4 or 9, characterized in that the display is arranged in an upright position.

11. Arrangement according to claim 4 or 9, characterized in that the display is arranged suspended in suitable manner.

10 12. Arrangement according to claim 10 ~~or 11~~, characterized in that the display is arranged inclinedly.

13. Arrangement according to claims ~~10, 11 or 12~~, characterized in that a plurality of displays is arranged in suitable manner.

14. Arrangement according to claim 4, characterized in that the same is cross-linked with at least a further same arrangement via a central station.